Marketing Proposal For
Sahyadri Constructions

By : Prathamesh Sachin Pawar (Brand Identity Designer)
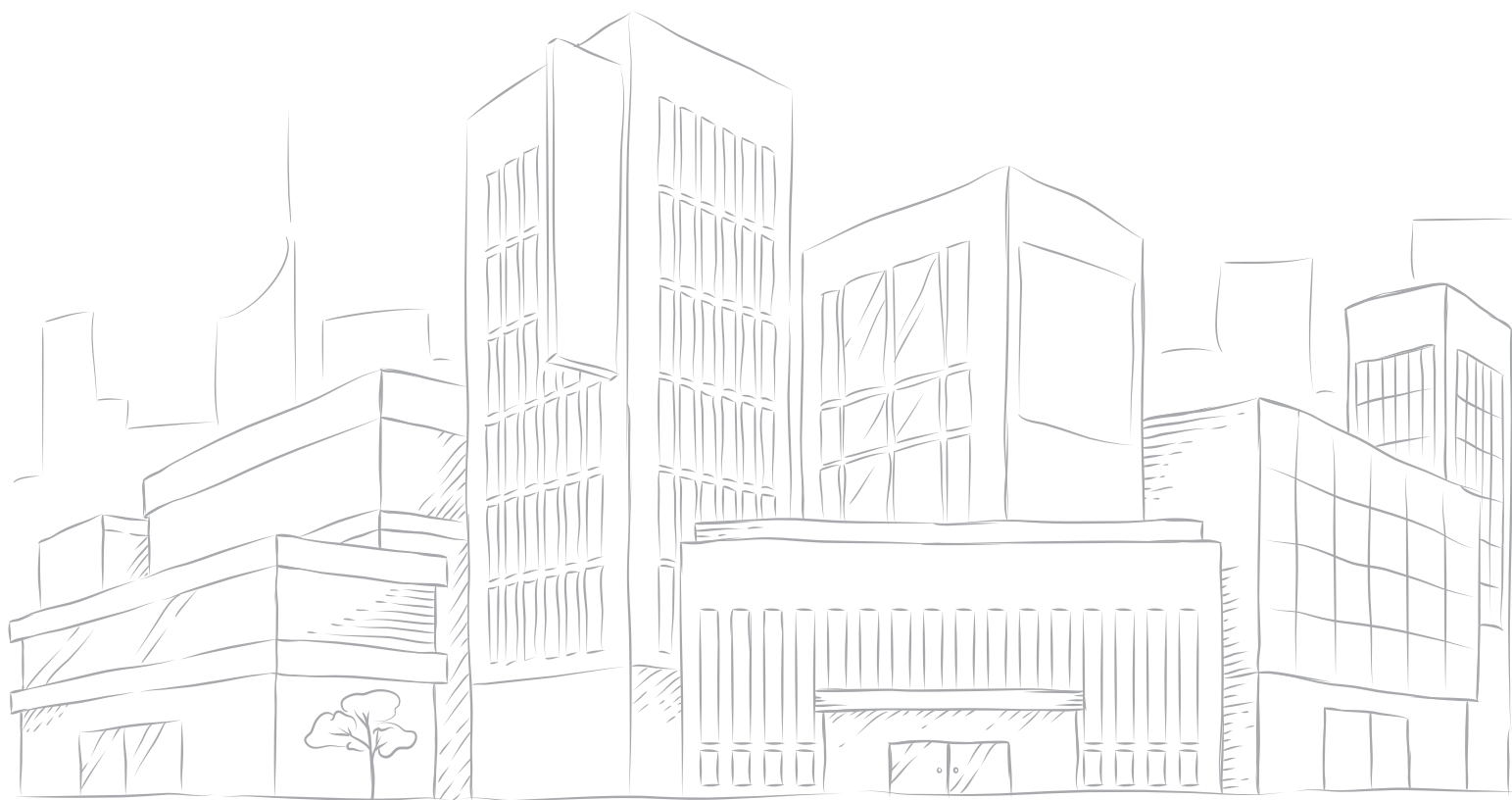
Logo Design Proposal

Overview

Logo design is a key element in the overall branding strategy of any company. A logo can either make or break a company's branding efforts. Together with you, I will create an original logo representative of your brand, bringing a positive face to all your online interactions. The logo will be the door to an online experience that will help you connect with your customers and communicate your brand effectively. It will consist of Five concept sketches, unlimited rounds of revision, and one final logo design delivered to you in PNG and as a vector image.

The goal of this project is to create a logo that will support brand growth and create recognition across social and real-world platforms.

Why Me

Your project and my skills are a great fit. Here's why:

1. I work quickly and value your time. High-quality work will be delivered to you in a timely manner.

2. I understand that I am working with you to shape your business's identity. I take that seriously, and will put my all into developing the best product possible.

3. Once we agree on a deadline, it is set in stone. I will meet every deadline.

What's Next

Making this process easy for you is important to me! I will be happy to answer any question you may have about this proposal or the process it involves. You may get in touch via phone or via email.

Once you submit your approval, you and I will set up a meeting, either in-person or via video conference, to discuss any further needs you may have. Work begins as soon as the first payment has been cleared, and all necessary resources have been provided.

Fees
Here's a breakdown of the deliverables we've discussed and their cost.

Five Logo Design Sketches	4,500.00
Revisions	00.00
Corporate Kit	5,00.00
Final Logo in PNG and Vector	00.00
TOTAL	5,000.00

Terms

1. Payment structure: 50% upfront, 50% after you have approved the final logo. Payment methods accepted: Google Pay / Phone Pay / bank transfer / Cash.

2. All resources and design elements needed to complete the work, including but not limited to fonts and stock images, are not to be paid for by the freelancer. Those will be paid for by the client, who will retain the right to use them.

3. Any requested additional work outside the scope of this agreement will be charged at price/hour. (e.g. extra revisions, extra concept sketches).

4. Any new components of design requested outside the scope of this agreement will be subject to a new design estimate and invoice.

5. The freelancer will only begin the business day count after the client has submitted all resources, such as design elements and brand information.

6. Usage rights: After the work is completed and payment has been received, the client will own the rights to the design.

7. In case of project cancellation after the work has started, the client will pay for work hours already completed.

Milestones

Here is a list of the suggested milestones we meet for this project. You may contact me if you feel additional milestones are needed.

Kickoff Meeting	ASAP
Initial Concept Presentation For Revision Notes.	5 Days
Delivery of Revision 1	2 Days
Delivery of Revision 2	2 Days
TOTAL	10 Days

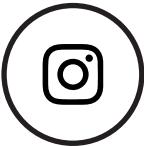Signature

Social Media Marketing

Overview

Marketing campaigns are the backbone that supports your business. You can provide the best service in the world, but if no-one knows who or what you are, you won't have any customers, even if you're at the top of your field.

I want to help you find your tribe. I will take a look at what your marketing looks like now, who your competitors are, and develop for you a tailor-made plan that will put your business in the path of the people who need it most.

The goal of this project is to provide a detailed marketing plan for your business that points you in the direction of the very best channels for your specific business, along with a tailor-made strategy designed to propel you to success.

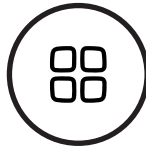## Social Media Platforms We Cover
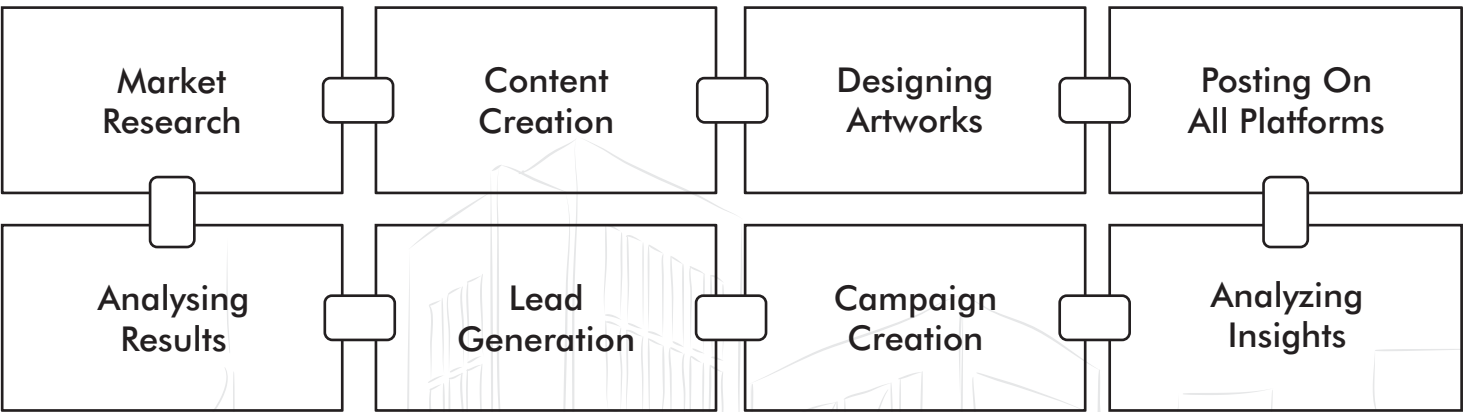
Instagram	Facebook page	Linkedin	Google My Business	Youtube	Sulekha/Apna IndiaMart

Our Process

Market Research	Content Creation	Designing Artworks	Posting On All Platforms
Analysing Results	Lead Generation	Campaign Creation	Analyzing Insights

What's Next

Have any questions? Need some extra or clarifying info? No problem! I'm available to answer questions at the email and phone number provided to you. Feel free to call Monday-Saturday from 9-5, or email or text at any time.

After you have approved this agreement, we'll schedule our first meeting. In that meeting we will discuss your business and marketing – the things you've already tried, the things that worked, the things that didn't, and we'll work through the concept of fleshing out your ideal customers. Work begins as soon as the first payment has been cleared!

Facebook

Creating Shareable Content

Contribute as Guest Author

Video Uploads

Image Uploads

Third Party Post Sharing

Social Media Engagement

Instagram

Creating Shareable Content

Contribute as Guest Author

Social Media Engagement

Infographics Uploads

Increase organic Followers

Stories

Video Uploads

Highlights

Image Uploads

Google My Business

Managing GMB

Uploading all the created

Content

Cross Platform

Reviews Management

Maps Management

Local SEO

Maintaining Business site

Youtube

Linkedin

Daily Posting

Paid Ads Management

Fees
Here's a breakdown of the deliverables we've discussed and their cost.

Digital Marketing Package (1 Month)	15,000
Digital Marketing Package (2 Month)	25,000
Digital Marketing Package (3 Month)	35,000
Digital Marketing Package (6 Month)	50,000
Digital Marketing Package (1Year)	100,000

Graphic Designing

First Month (Page Setup/Campaigns/Daily Posting)	60-70 Artworks
Further Months (Regular Daily Posting)	50 Artworks
Festive Artworks (Excluded)	National/International Days

Website Development Proposal

Your Website- User Journey

Home
About Us
      Company Values
      Board Of Directors
      Team
      Associates
      Awards And Recognition
Projects
      Completed Projects
            Intro
            Gallery
            Other Details
      Ongoing Projects
            Intro
            Gallery
            Other Details
      Upcoming Projects
            Intro
            Gallery
            Other Details
      Gallery
            Events
            Testimonials

Blogs
Contact Us
      Map
      Form
      Details

Our team is proficient in development using every major CMS, including Wordpress, Joomla, Drupal,and Square space. Based on your needs, we feel that CMS is the best platform for your website. To ensure consistent reliability and scalability, we'll host your website on our Server.

Our Development Proposal

Initial Planning
The first order of business is to sit down with you and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process.

Wireframing
Wireframes are your first chance to visualize your website. While they're not nearly as detailed as the final site will be, they give us a visual representation of the site's overall layout.

Mockups
Once all site mockups are completed and approved, we'll proceed with site mockups. These add color and a bit more detail to the initial wireframes, giving us a stronger visual representation of the final product.

Wireframing
Once we've agreed on a final design based on the mockups, our team will proceed with development, kicking off two phases in unison. The first involves creating your site's copy andgraphics. Our team will get to work performing SEO and competitive research and come up with the copy and images that will refresh out your final site.

Development
At the same time, we'll kick off the technical sideof the web design process. This will includedeploying your CMS, creating your customtheme and page designs, Razorpay integrationand setting up your website's analytics.

Testing
Once our writers, designers, and developers have finished their work, our Quality Assurance team will get to work testing your site's performance and reliability. We'll use various tools to benchmark your site for loading, responsiveness, and speed, while also ensuring that it works reliably on all web browsers and mobile devices.

Deployment & Optimization
Once we're sure that your site is ready to be released to the public, we'll deploy it on your public domain. Then, we'll shift into a monthly support process that will continue for 12 months. During that period, we'll create monthly backups of your site, update scripts and plugins to maintain security and reliability, and perform layout and content updates at your request.

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Our Development Process

We take a structured approach to web design. Our development process was created to ensure every project is delivered on-time and on-budget. Once your web design project kicks off, here's what to expect:

- Initial Planning
- Wireframing
- Plugins research- (Buying high end plugins-Client's Scope)
- Mockups
- Copy & Graphics
- Development
- Testing
- Deployment & Optimization

Project Timeline

The table below represents our projected timeline for your web design project.

MILESTONE DATA	REACHED
Technical & Design Specification Documents	24 Hours
Wireframes	36 Hours
Mockups	36 Hours
Copy & Graphics	36 Hours
Development	72 Hours
Testing	8-16 Hours
Public Launch	8 Hours
Total 19 to 28 Days would be required to developed the website..	

Pricing

The table below details the costs associated with your web design project.

NAME	PRICE	QTY	SUBTOTAL
Wordpress/Wireframe/Theme Set up	19,000.00	1	19,000.00
Content Support/ Graphic Support	5,000.00	1	5,000.00
Development & Testing	8,000.00	1	8,000.00
		Subtotal	32,000.00
		Discount	10,000.00
		Total	22,000.00

Online Grocery Stores in India

- BigBasket
- Jio Mart
- Grofers
- Amazon Pantry
- Flipkart Supermarket
- ZopNow
- Natures Basket
- Spencers
- DMart
- PayTM Mall

These are some Indian e-commerce website that allows us to list our product for selling on their portal, following is the list of documents we need to fulfill.

Documentation Required

Shop Act Licence

Business Pan

Udyog Adhar

FSSAI

GST Registration